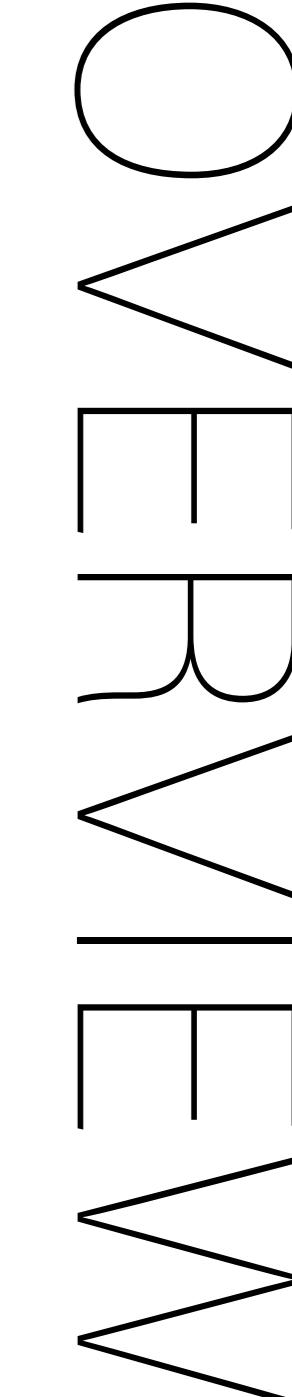


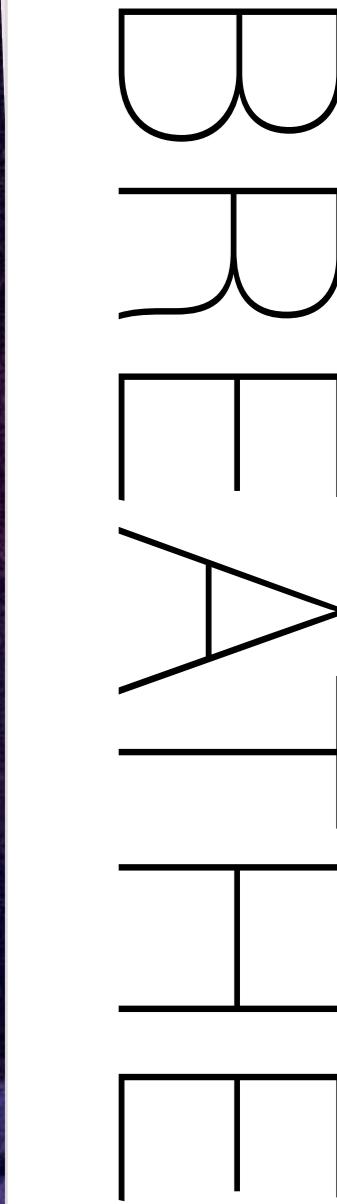
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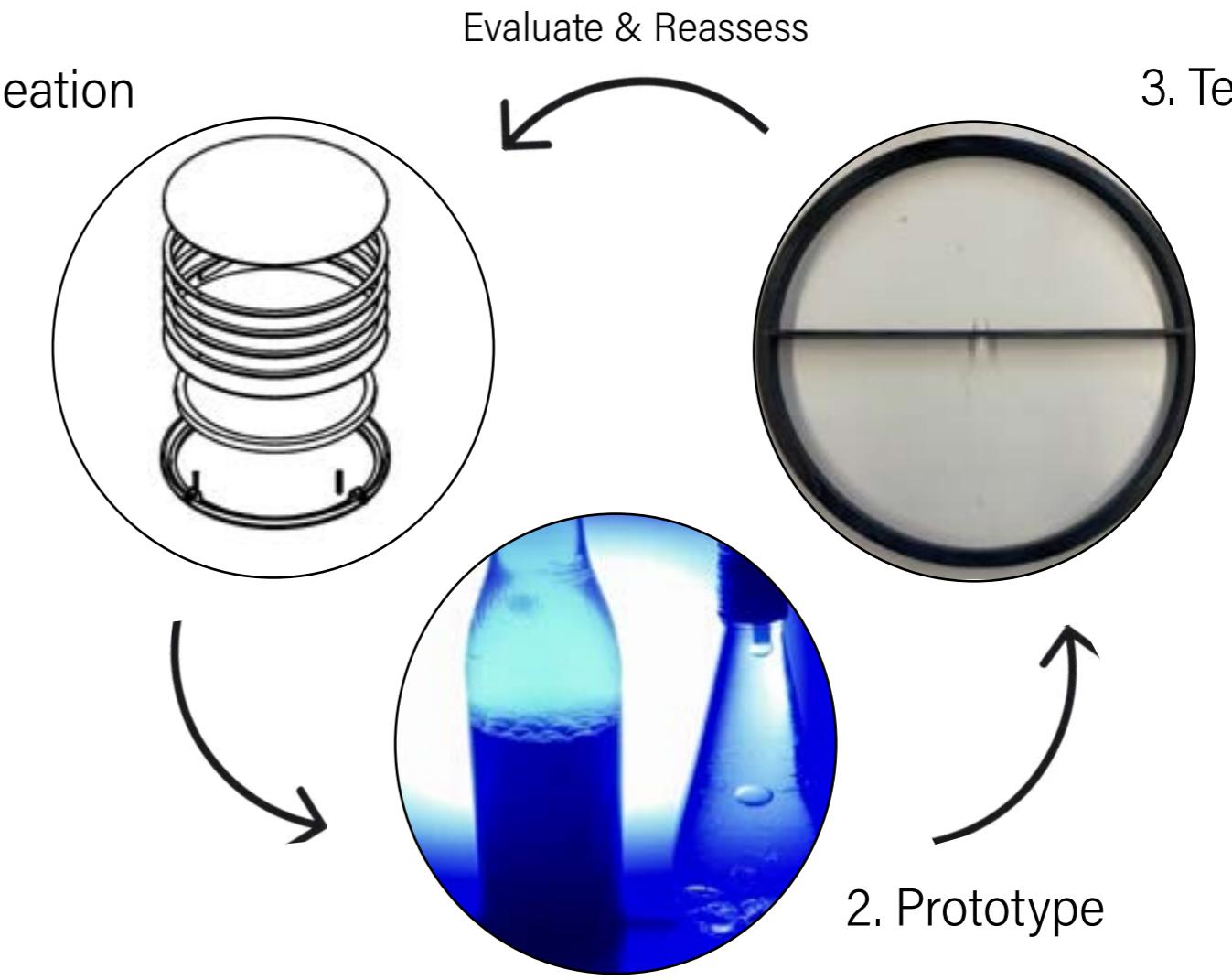
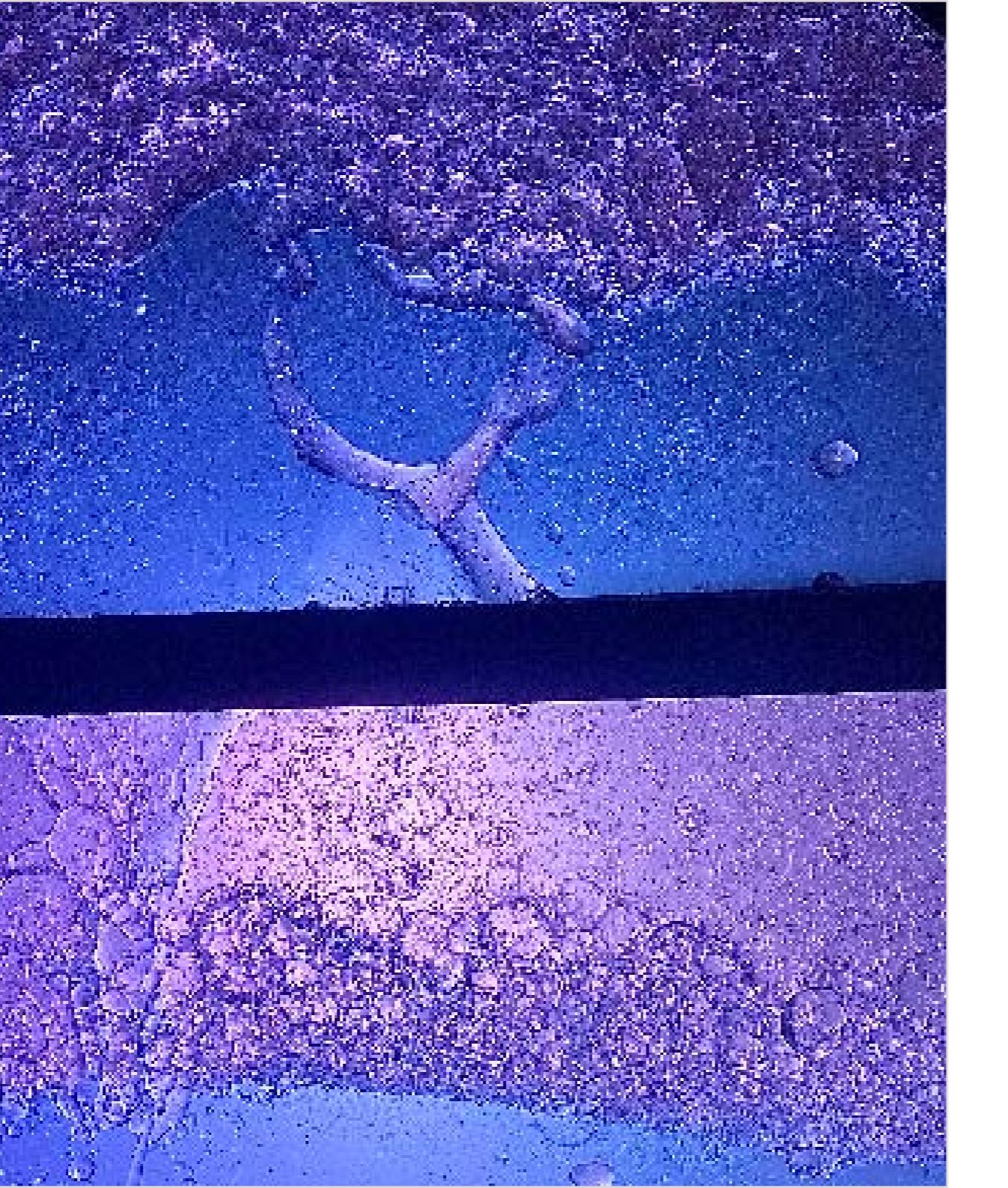
As an engineer focused on product design and marketing, I strive to combine technical precision with a creative, entrepreneurial mindset. My journey has been shaped by solving challenges in both structured engineering projects and strategic marketing. Alongside my technical work, my passion for art and business drives me to explore new ideas and connect with diverse audiences. This blend has led me to work across varied projects, from hands-on design to visual storytelling and managing a digital art business. Each experience has deepened my adaptability, broadened my design thinking, and underscored the importance of empathy and clear communication.

These combined experiences shape my commitment to delivering thoughtful, effective, and unique solutions—always at the intersection of creativity and engineering.

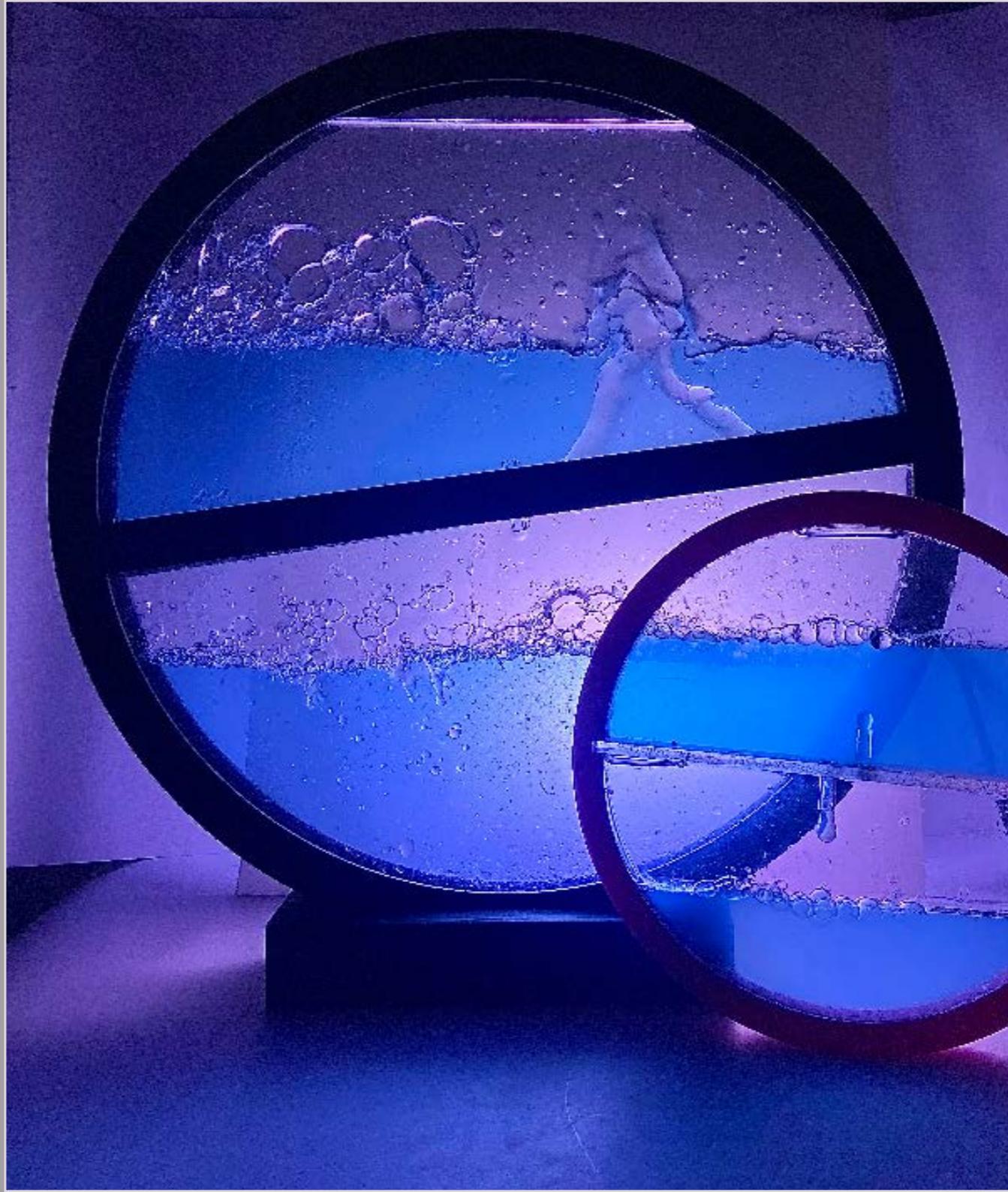
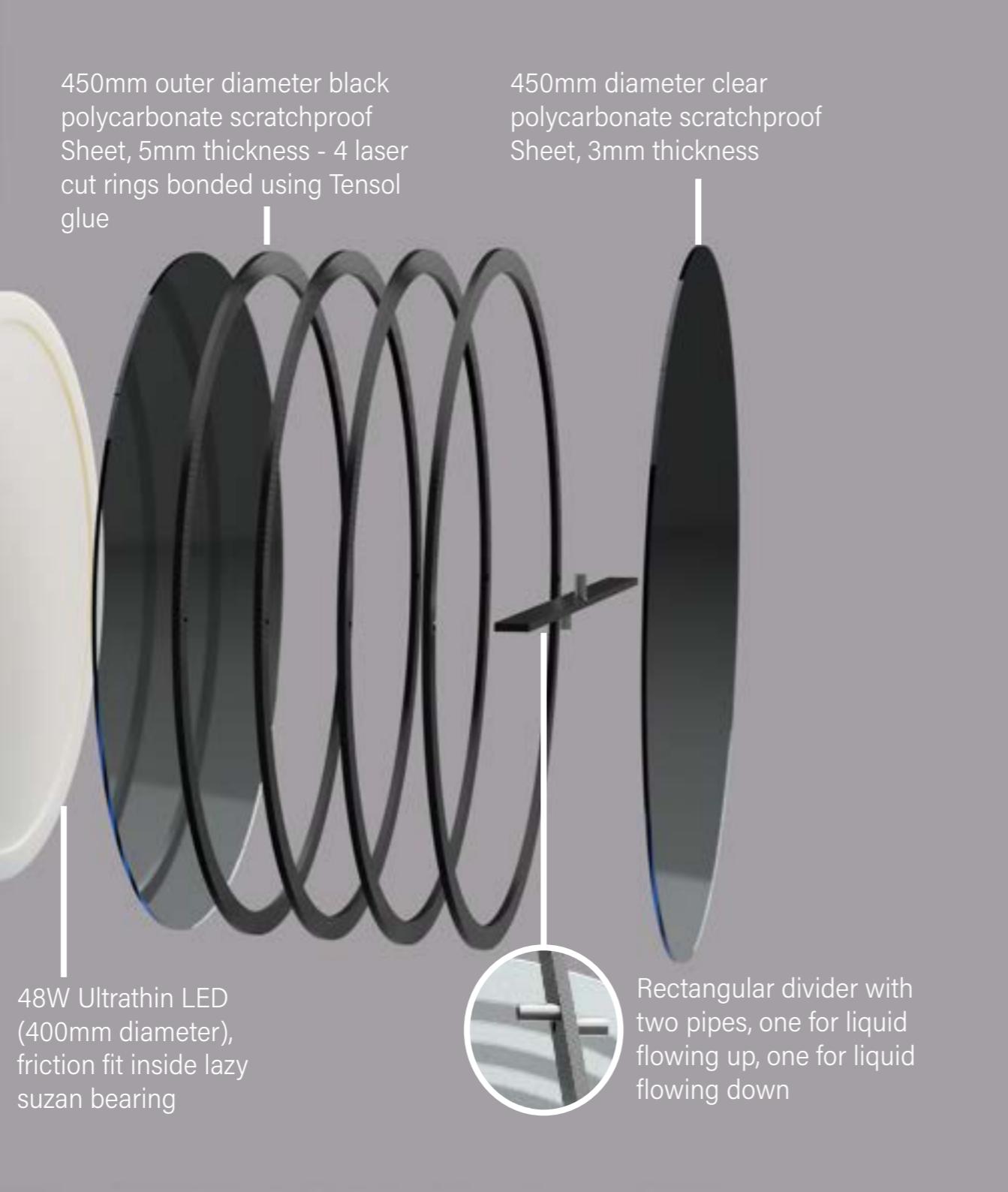
a sensory lighting experience for
public spaces.



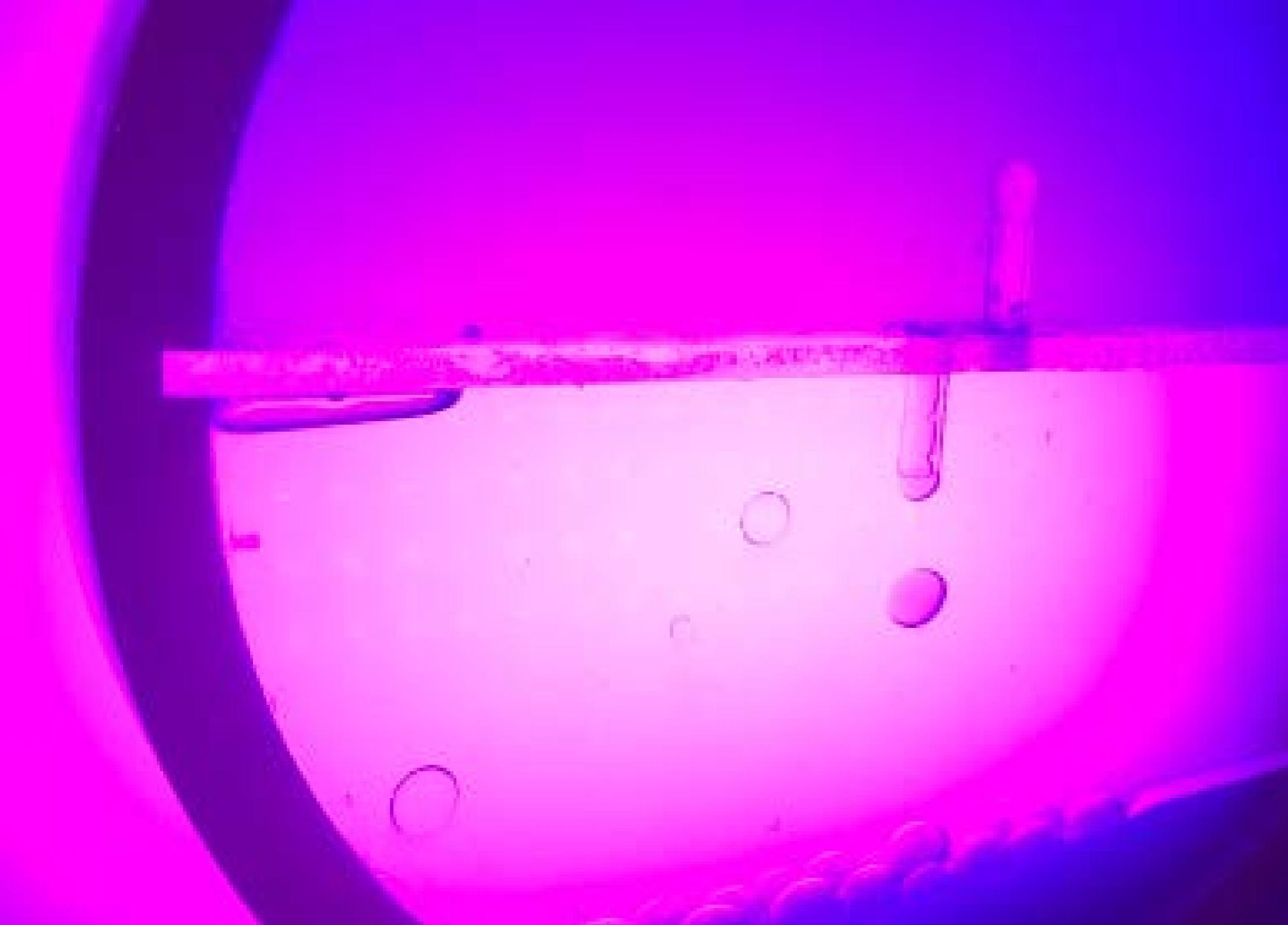
Extensive research has shown the impact of sensory lighting in reducing stress and anxiety levels. **Breathe is a sensory light fixture** consisting of two chambers of equal parts water and mineral oil. When turned around, one can observe a range of soothing effects such as crashing wave or a relaxing bubble drop. It can be either on a base or mounted to the wall on a rotating frame. The intention is for the audience to physically interact with it, creating this visual/physical stimulus to achieve a sensory calming effect.



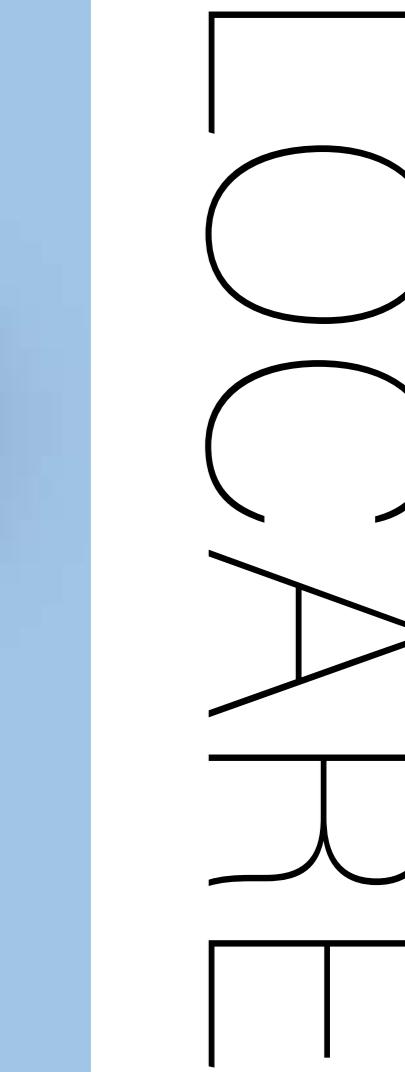
This project was experimental at first; in search for a soothing light effect, I constructed various prototypes to observe this effect in person. I would iterate through ideation (a conceptual idea), to incremental prototyping of the desired effect and finally the testing the refined prototype, evaluating and re-assessing the design based on original ideation.



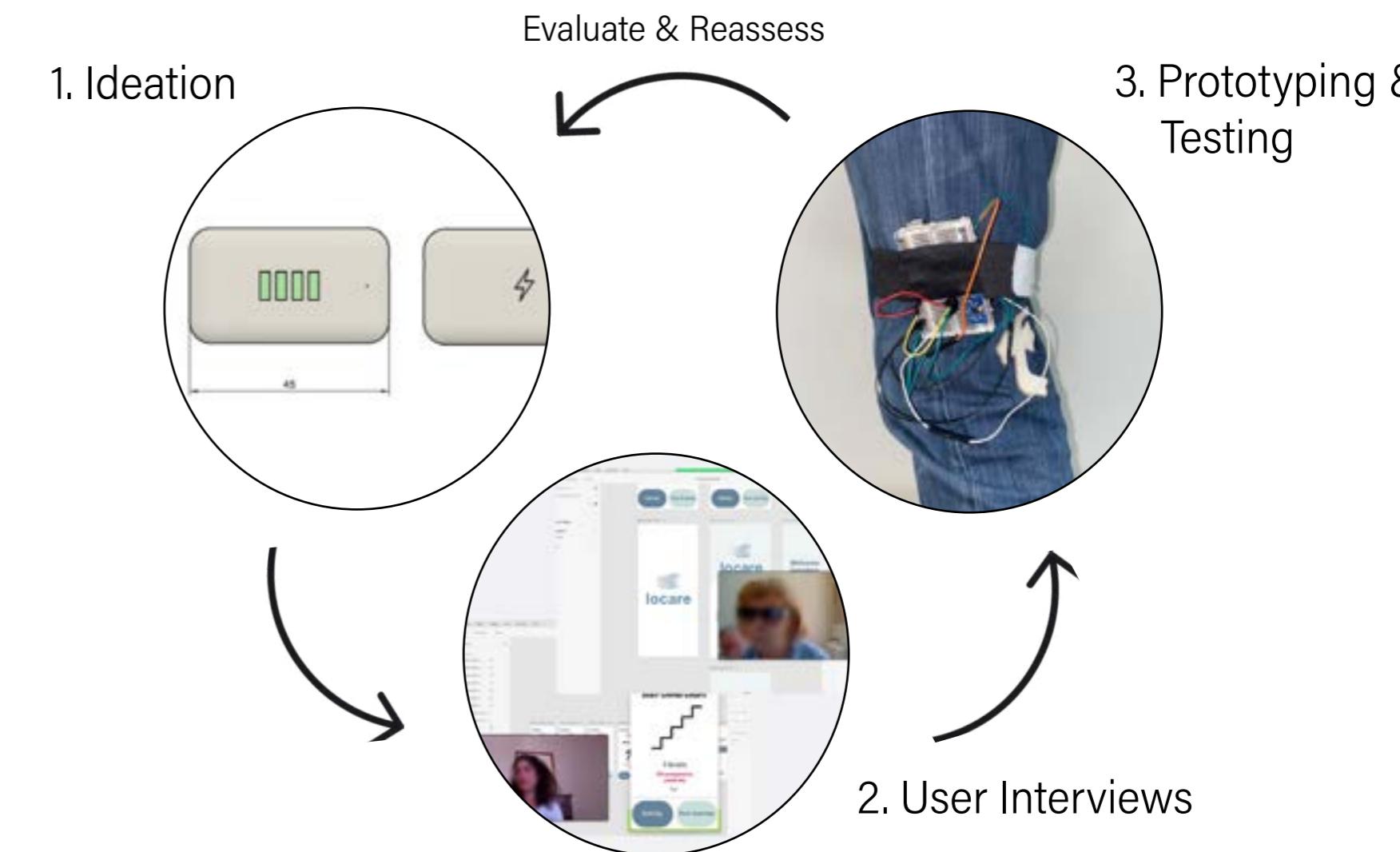
Breathe sensory light displays are not constrained by one dimension. They can be scaled up or down to any size, and the effect would always be unique. Changing the scale can also shift the context where the light display is found. A larger and immersiv version can be placed in public spaces, whereas a smaller and more intimate version could be more suitable for a home environment, where one has more time and freedom to interact with it.



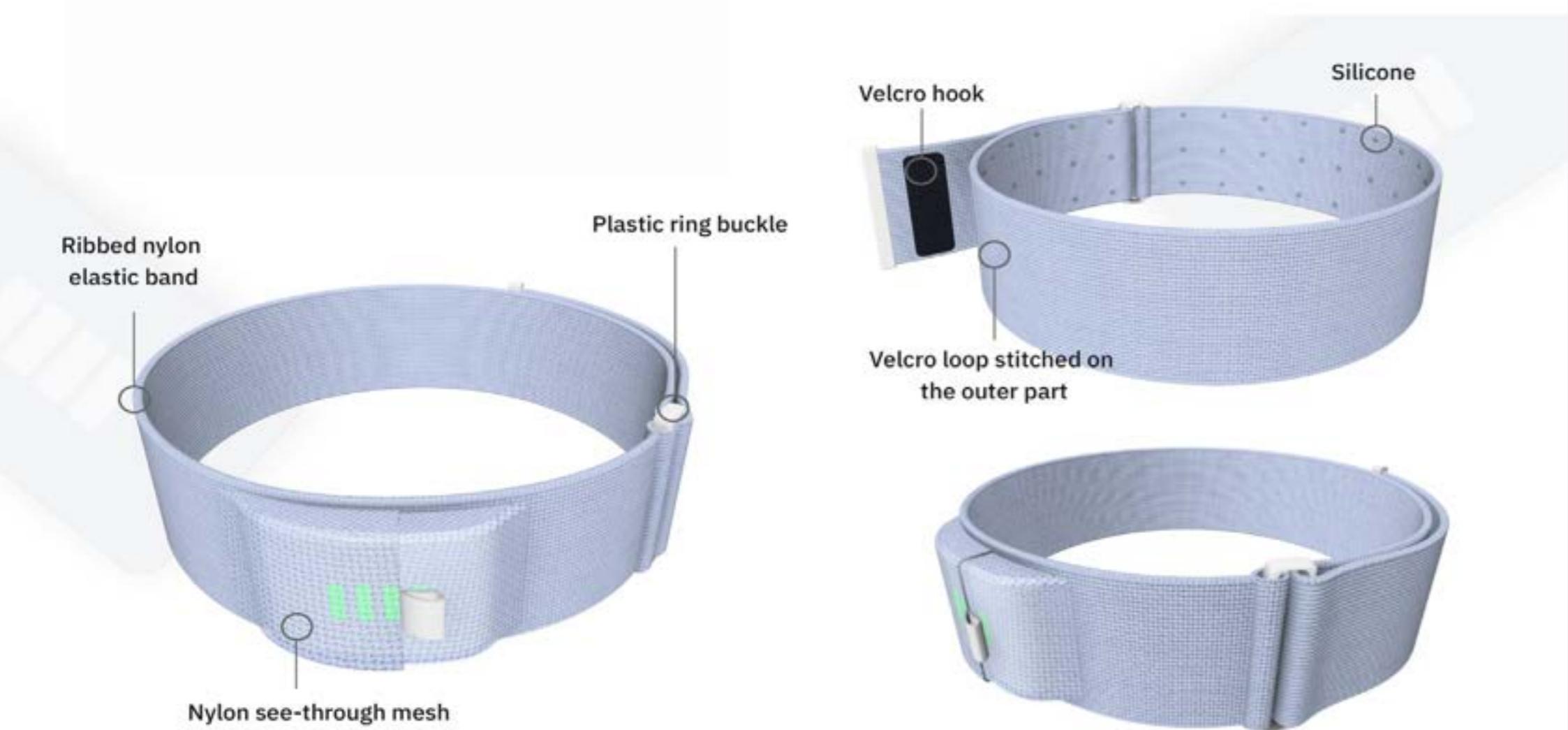
an activity tracker for hip replacement patients.



This was a group project in collaboration with orthopaedics company Depuy Synthes. The initial brief was to design an activity tracker for joint replacement patients by focusing on removing the barriers to wearing a tracker.



Concept development was conducted based on user interviews. A design would be ideated and validated by requesting interviews with hip replacement patients ages 75-79, through identifying their needs and technological barriers to overcome. Important aspects for the elderly patients was that their rehabilitation was closely overlooked by the doctors, so the product was prototyped and iterated based on user needs.

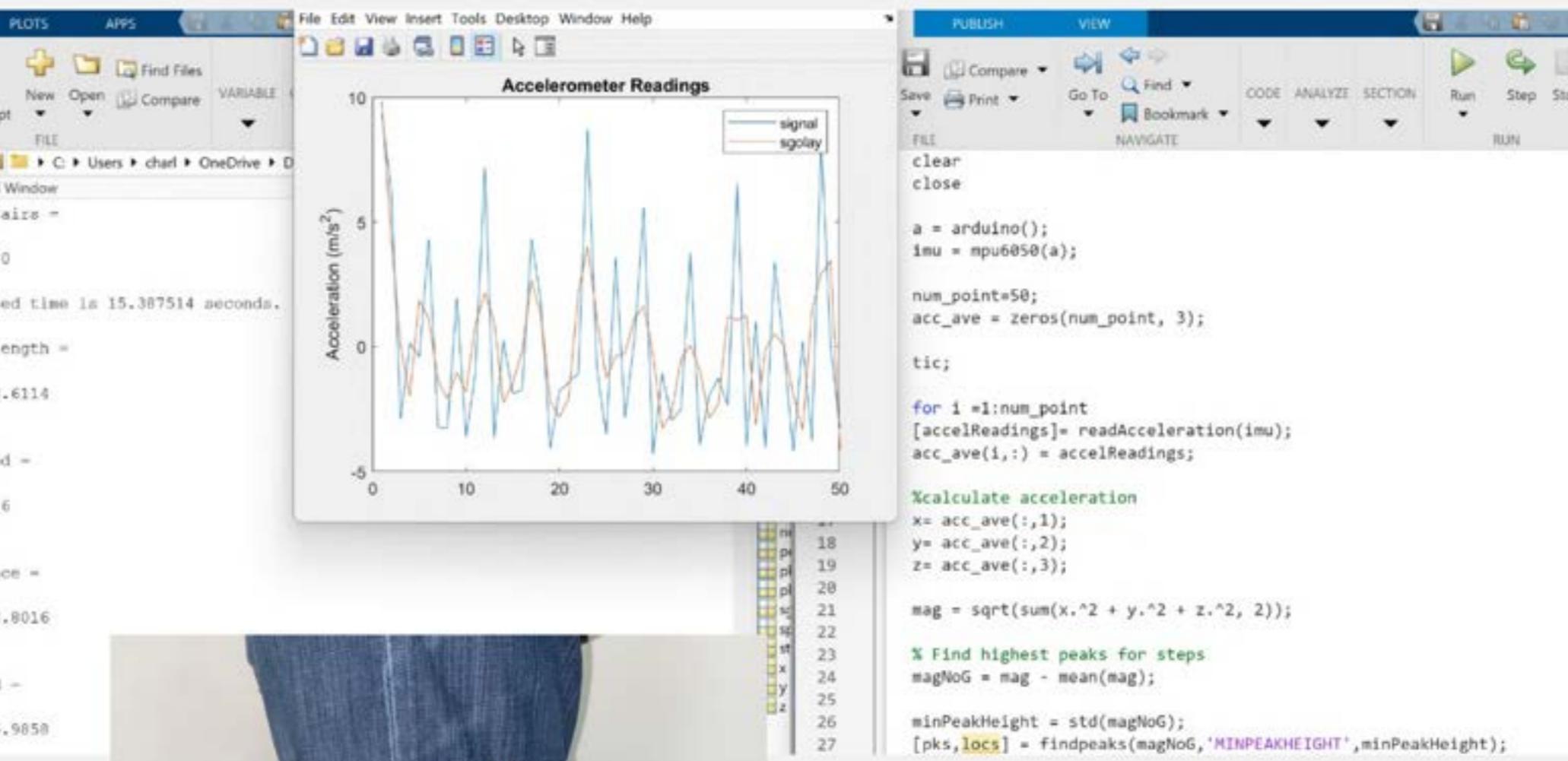


Above are visuals of the final product made with Computer Aided Design (CAD) software. Having an accurate visualization of our product was crucial when communicating with our partner in industries, as well as contacting medical professionals for advice and recommendations. This product visualization also informed the construction of the aesthetic prototype (shown to the right) which was used to aid user interviews and testing.

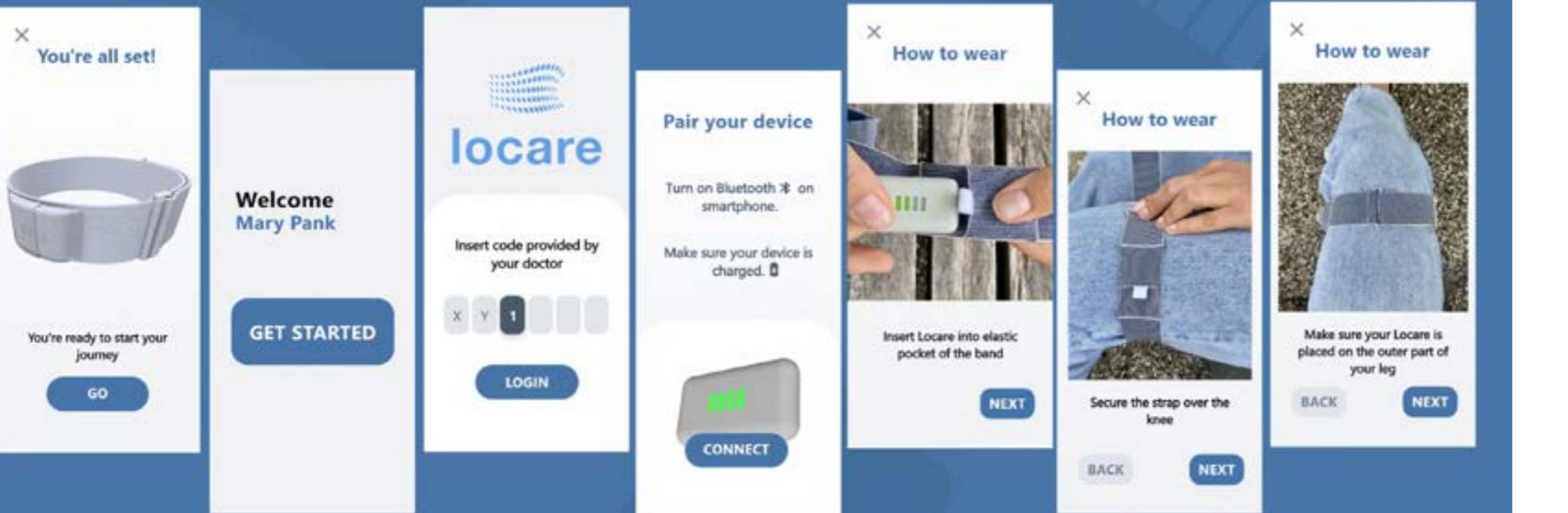




Data collection was tested using an Arduino UNO board connected to MatLab. The acceleration signal is processed, as well as the step count, stair count and cadence. The step length and walking speed was also estimated. This was done via an IMU sensor, with the functional prototype shown to the left.



Patient App

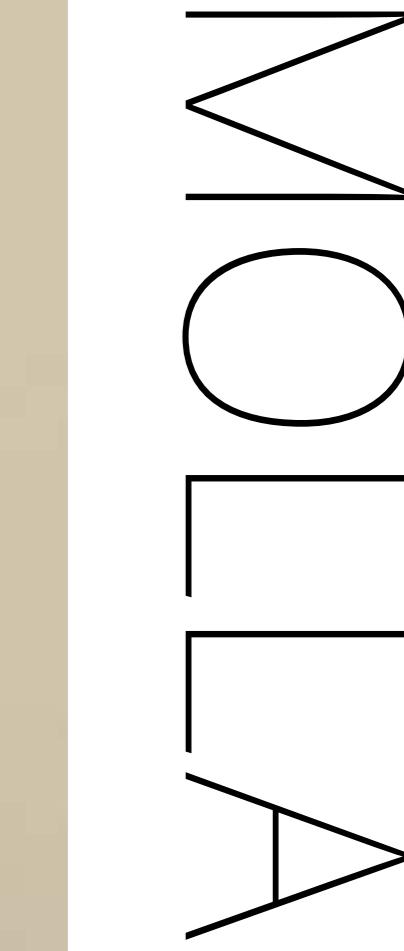


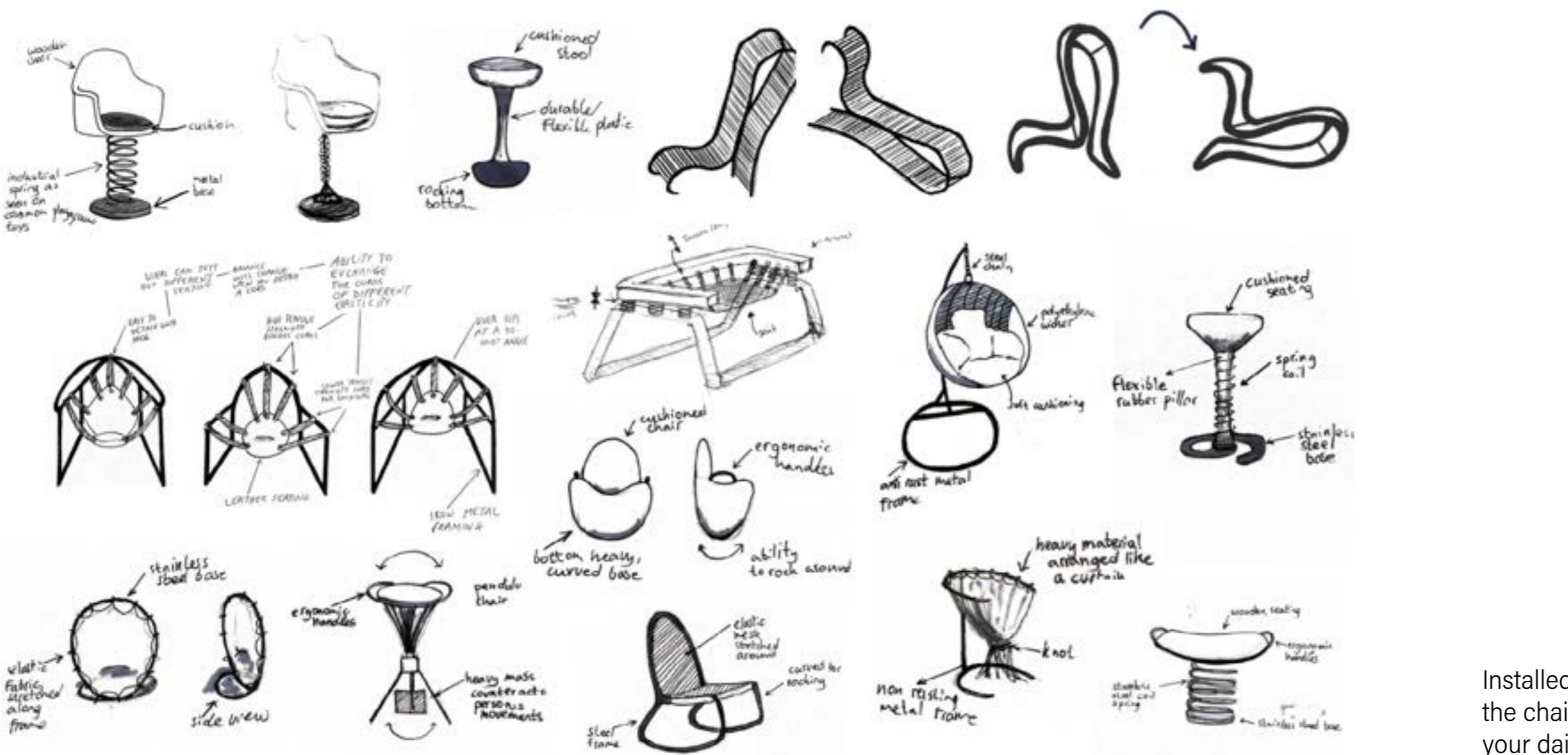
Doctor Platform



The Locare activity tracker works with in tandem with a patient app, of which the design is accustomed to the needs of the patients, so is therefore very intuitive to use. On the other hand, the doctor platform allows for doctors to remotely track a variety of patients recovery via the analysis of gait symmetry, step length, stair count etc. The following are UI/UX mock ups of what the interface would look like, and was also used in the user interviews, to aid their understanding of the product.

an interactive seating experience.

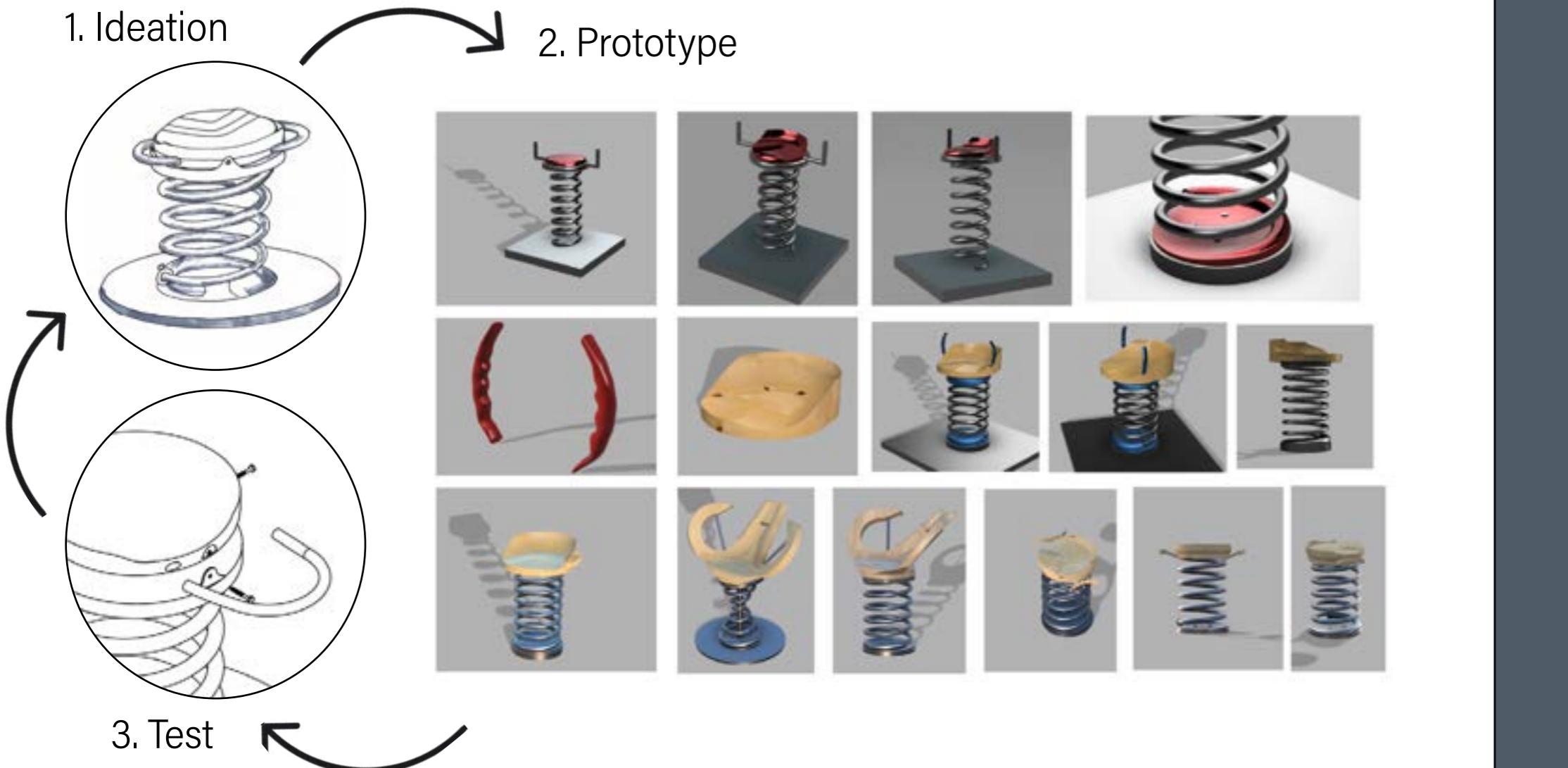




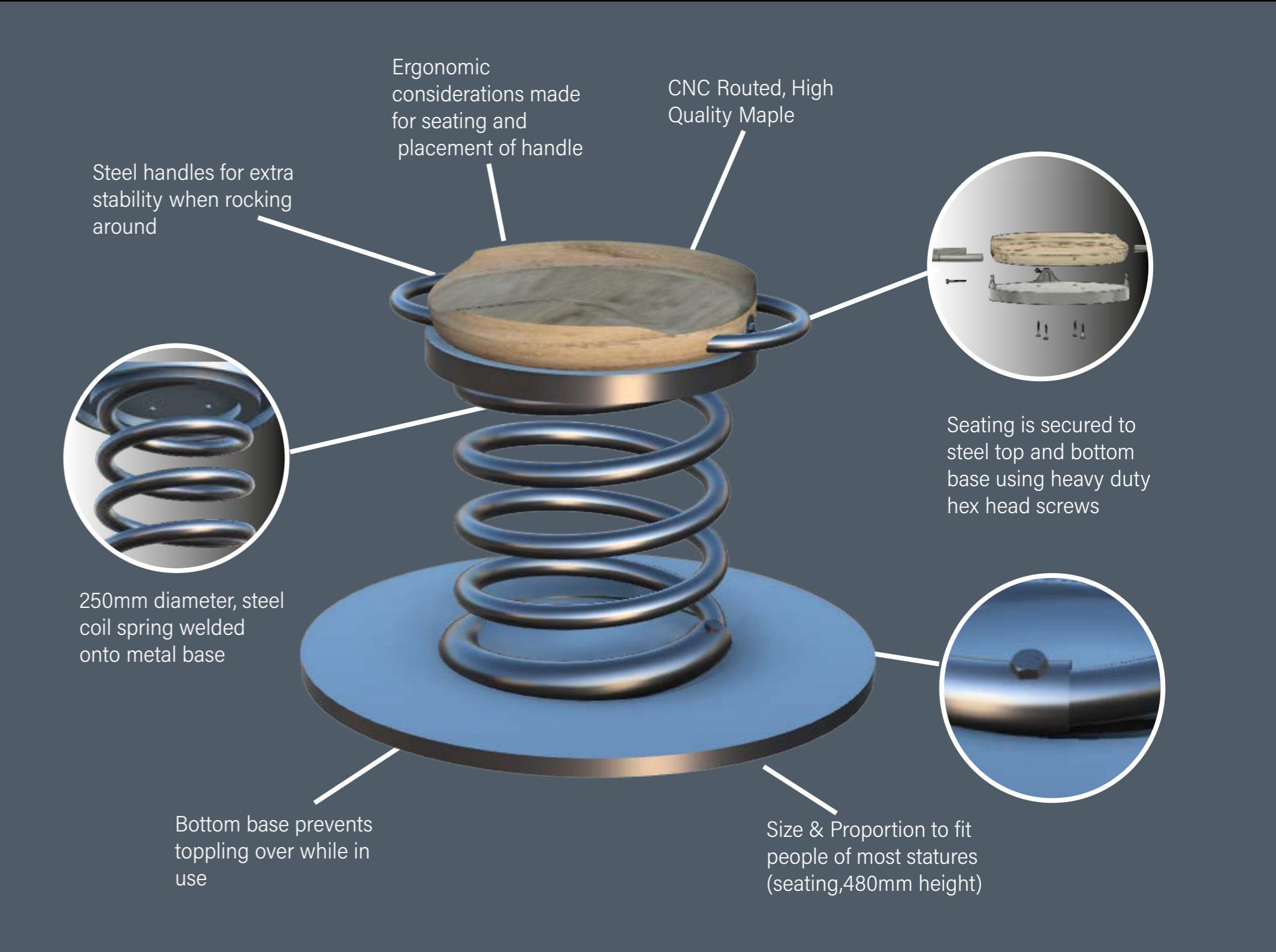
Design Brief: "To design a chair that has interaction at heart – where its movement is determined by the users own"

Installed in spaces with high foot traffic, the chair proposes the idea to stop from your daily routine and observe it from a different playful angle. Sit down, rock around, and remember the joy of doing something just for the fun of it.



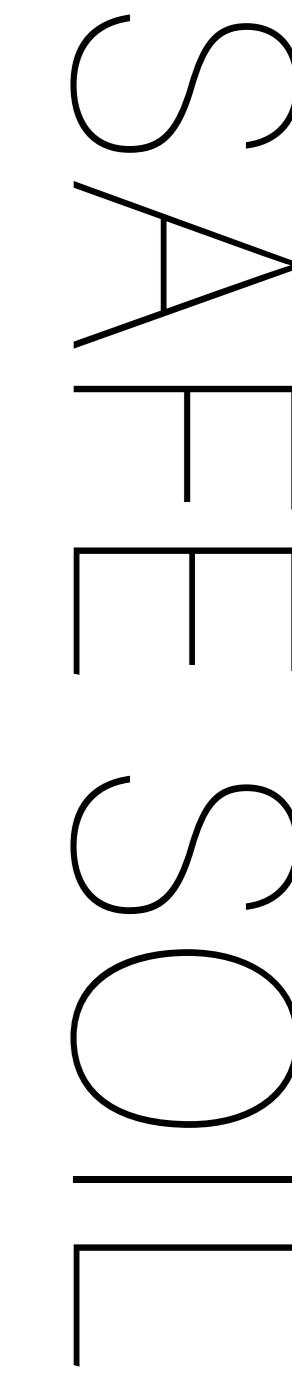


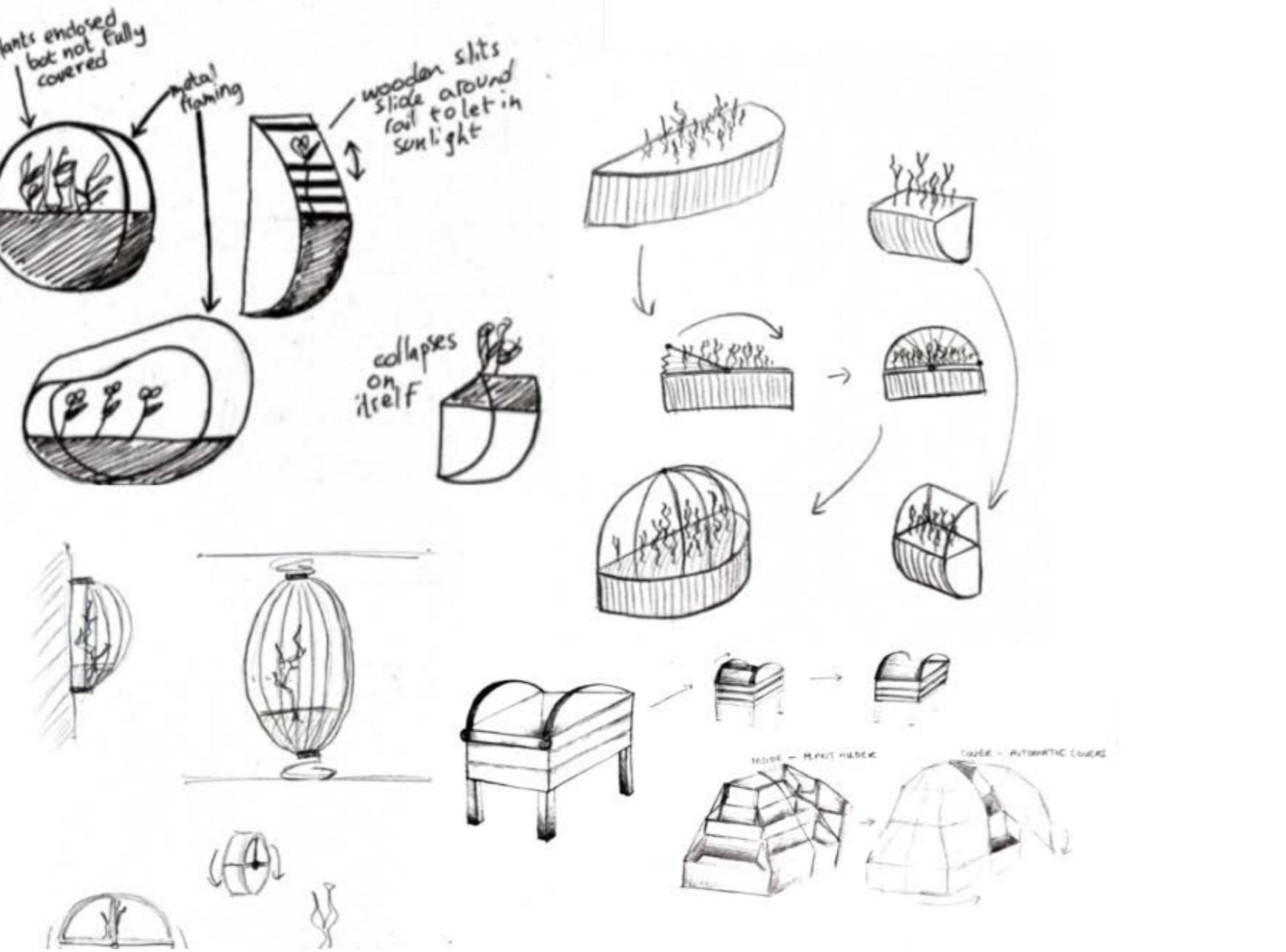
Concept development - iteration through sketching, CAD modelling and engineering drawing. Adhering to the design thinking process I would ideate (1), learn from prototypes (2) evaluate through testing (3), and reassess.





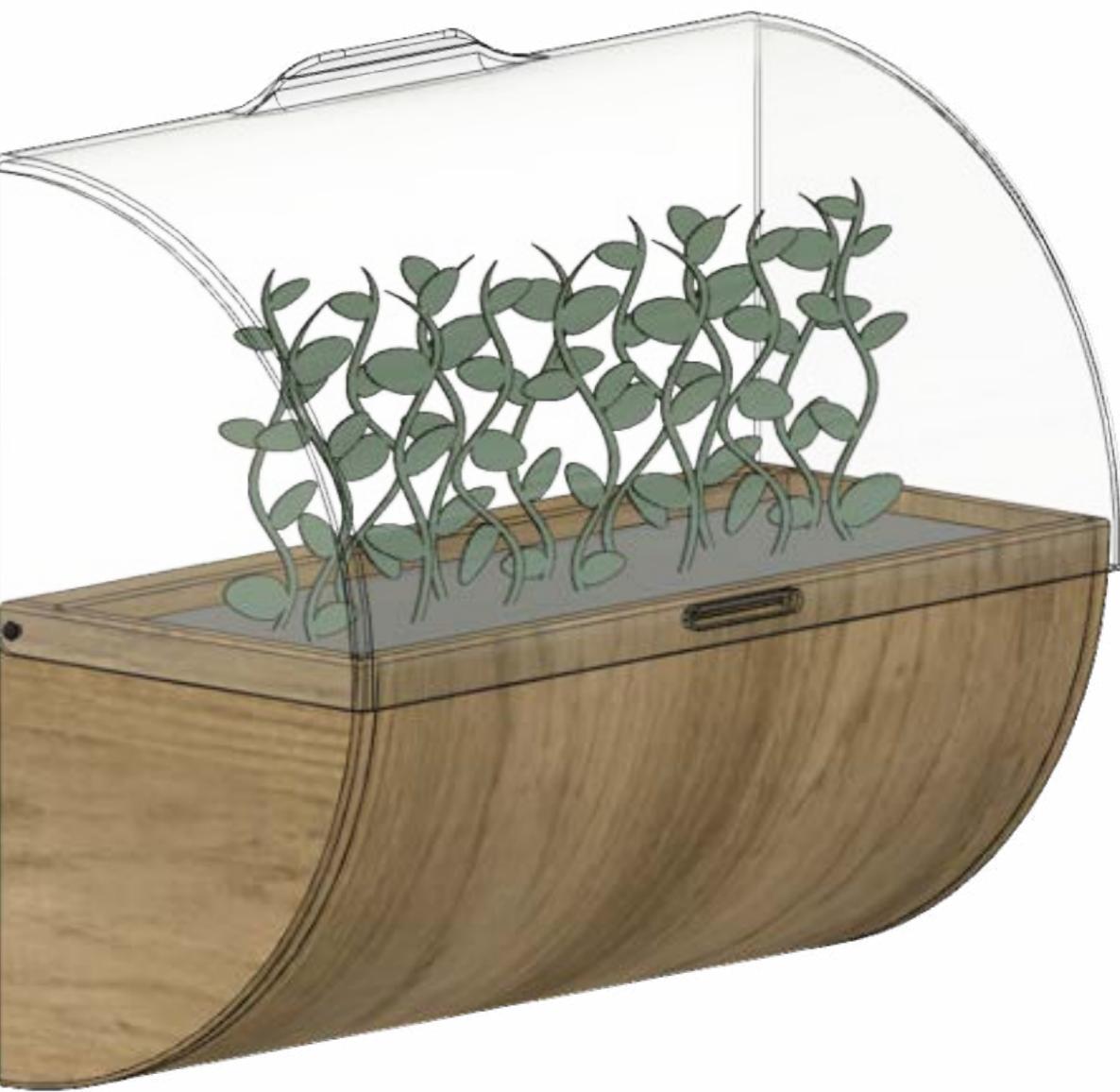
a seedling planter for harsh climates.



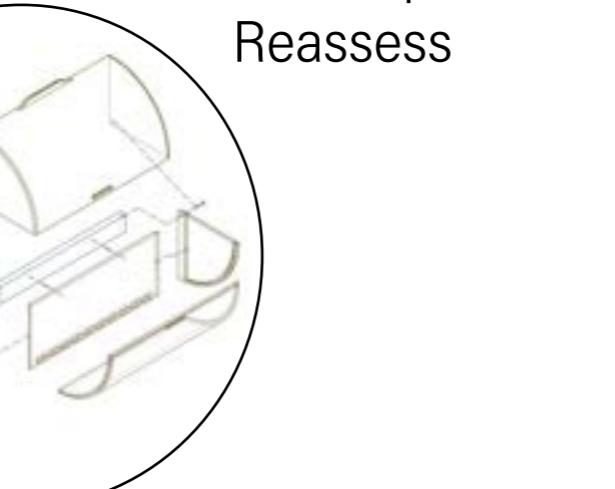
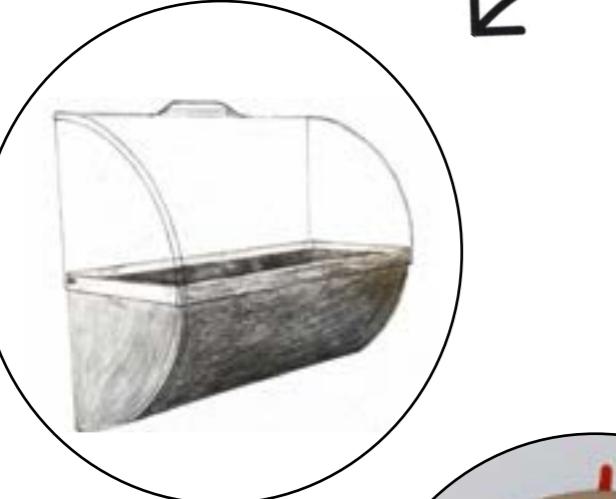


Design Brief: "Design a seedling planter that provides protection from sun, wind, rain, or snow"

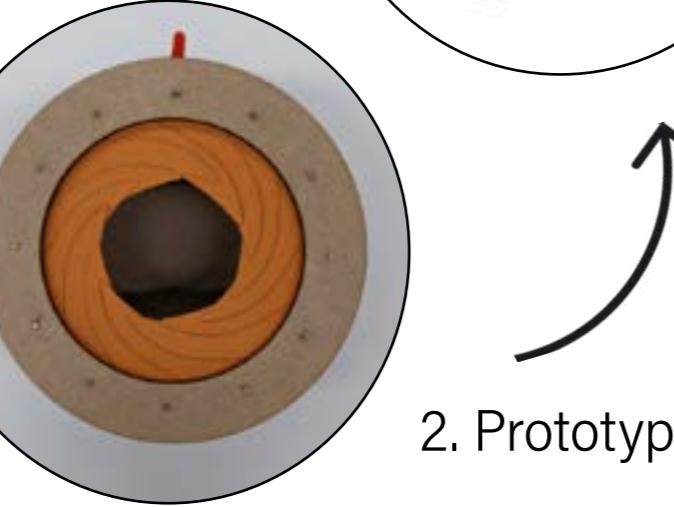
Weather conditions can destroy plantations. To tackle this, we built a planter with a moving plastic cover that allows home cooks to protect their herbs in a city home or apartment.



1. Ideate

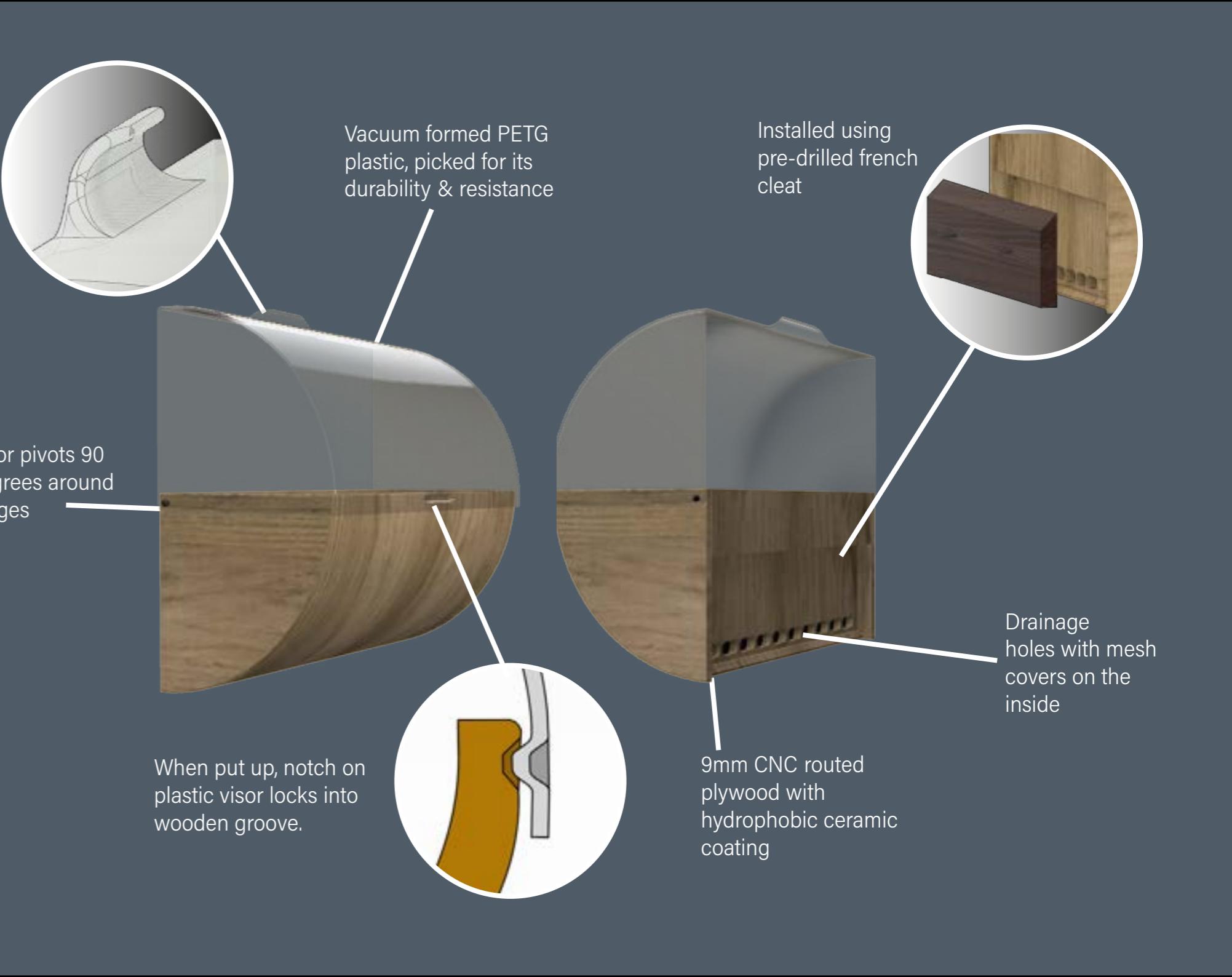


2. Prototype & Testing



3. Group Evaluate & Reassess

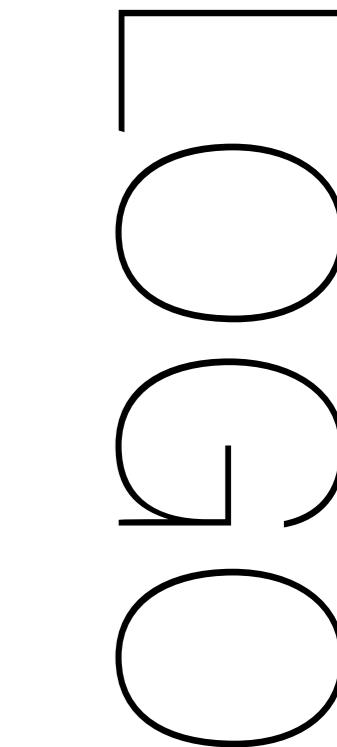
In the context of cooperative design, concept development is iterative with an additional layer of feedback/critique. Very technical in the final stages, involving an opening and closing mechanism. When a member suggested a tweak (1), it would be modelled on CAD or a hands on prototype (2), to then be evaluated and reassessed as a group (3).

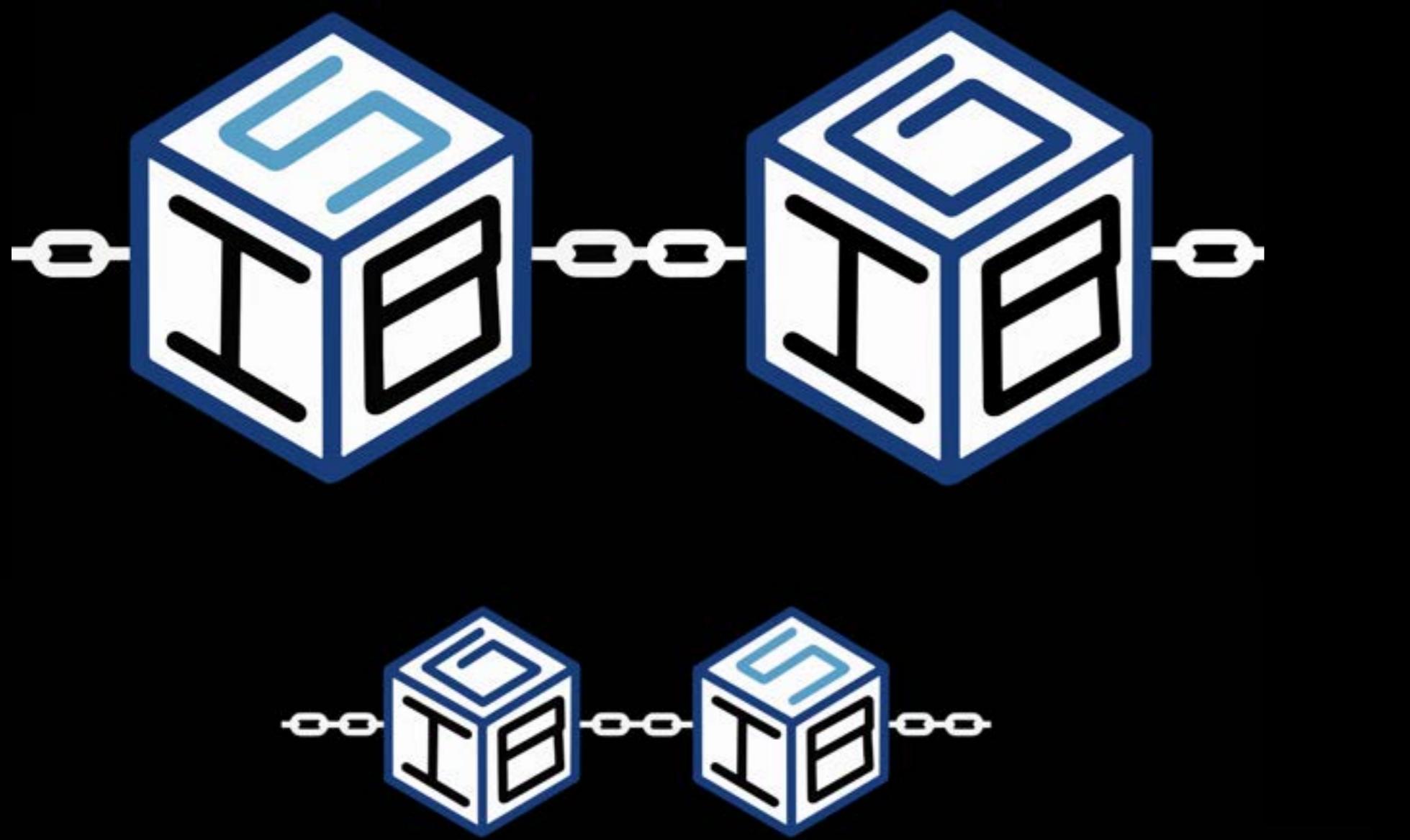




As a freelance logo designer, I've collaborated with startups to build strong brand identities.

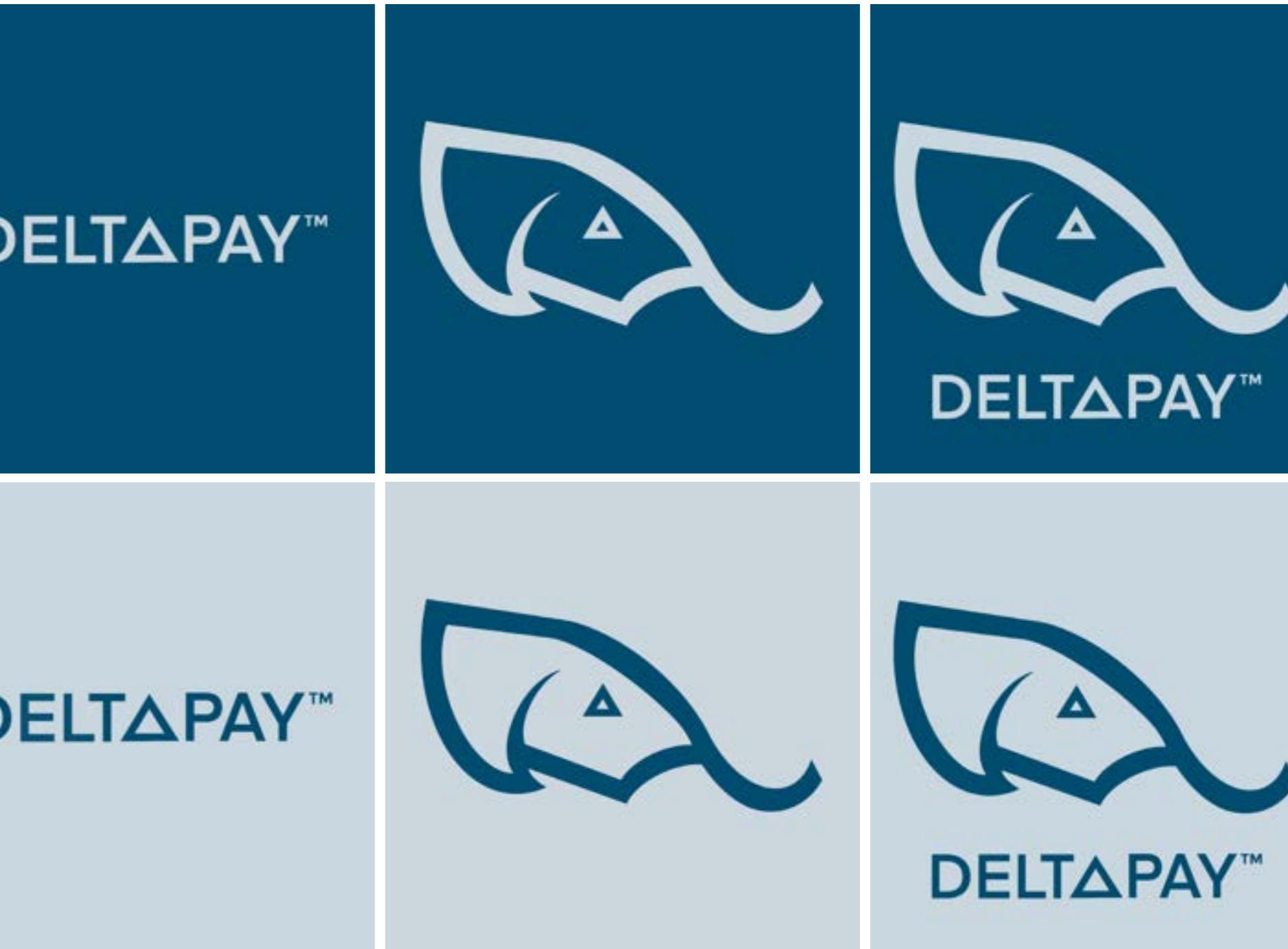
Most recently, I had the opportunity to work with DeltaPay, a secure payments startup based in Eswatini that is actively operating and planning expansion across other African countries. Beyond logo design, I developed a range of marketing materials—including flyers, brochures, and billboards—tailored to different cultural contexts. This experience taught me how cultural nuances shape brand perception, allowing me to adapt strategies to resonate with diverse audiences in a rapidly growing market.

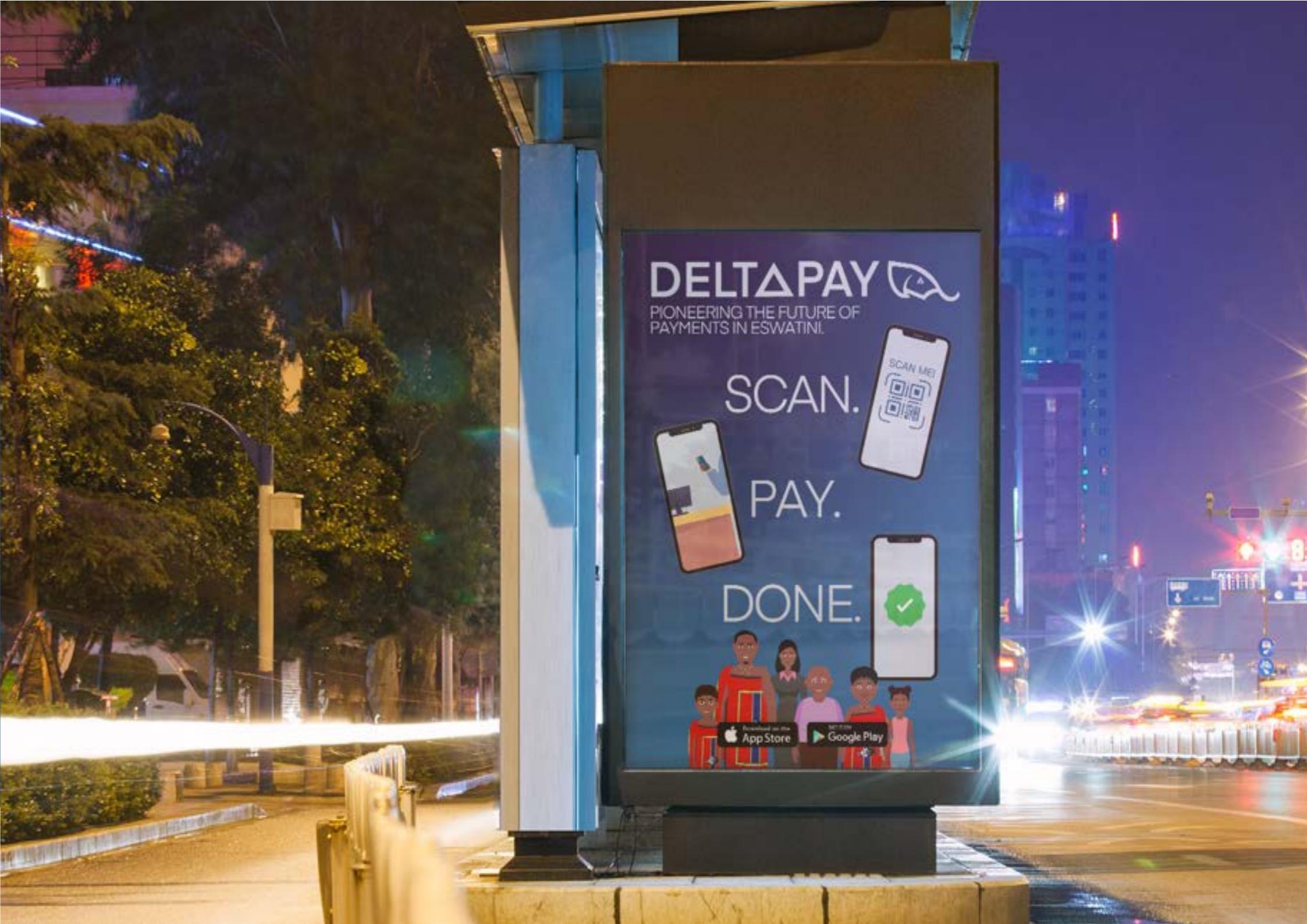
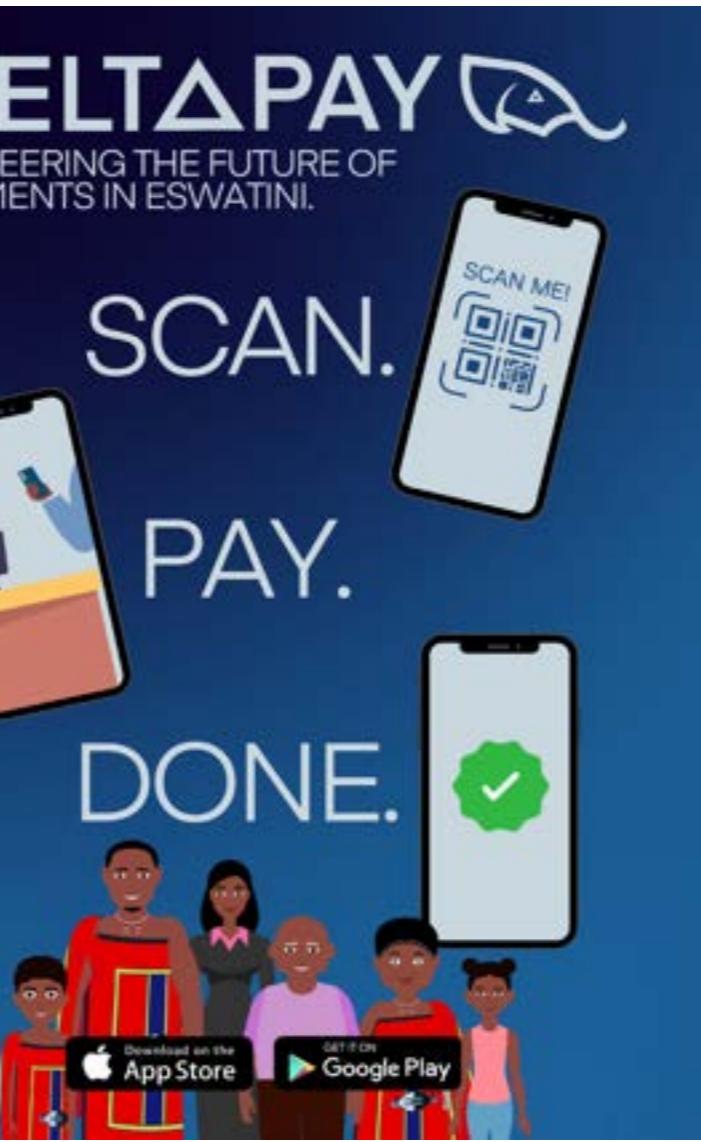
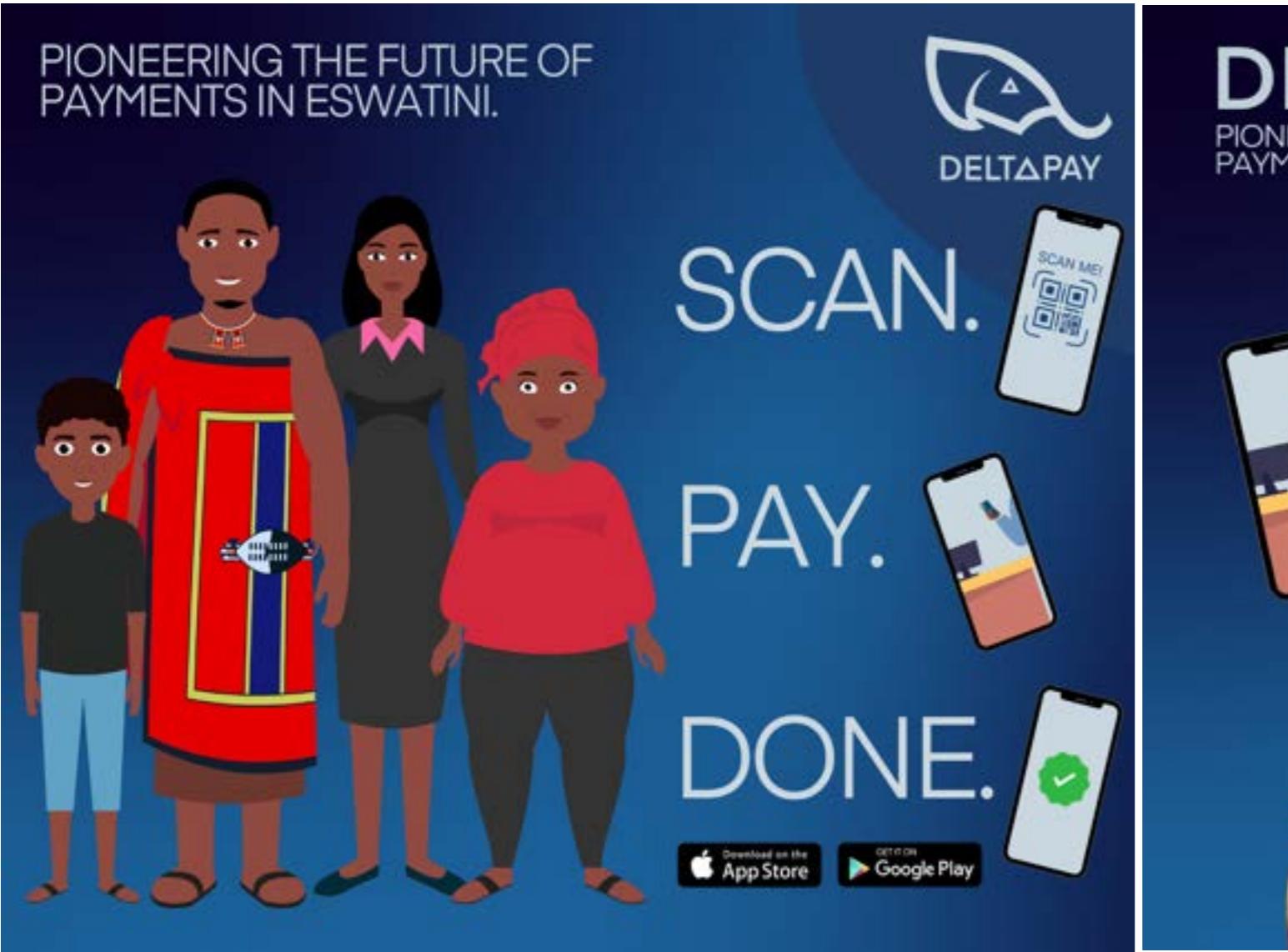




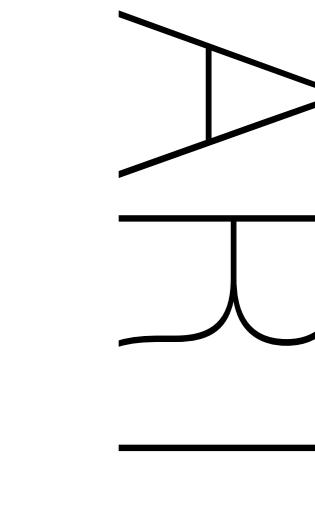
Empowering students one block at a time.

Imperial Blockchain Society





In the past three years, I've developed a strong passion for painting and have been fortunate enough to sell my personal art. This journey has also led me to exhibit my work, including most recently at Kunst in Reinach 2024.

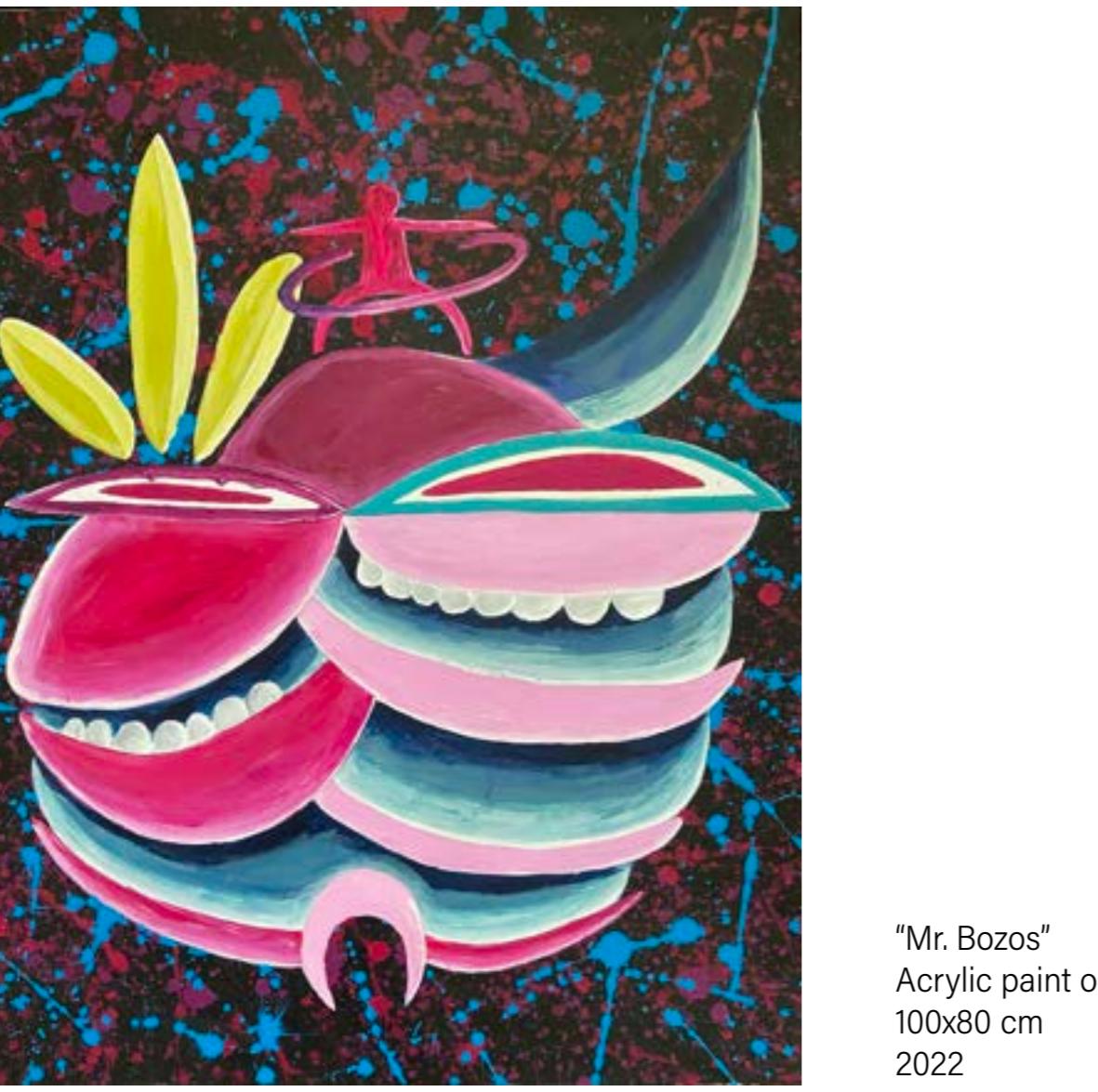




Kunst in Reinach 2024



"In My Head"
Acrylic paint on canvas,
100x120cm
2021



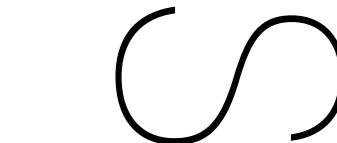
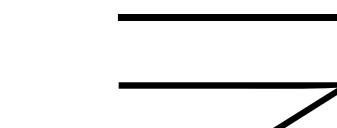
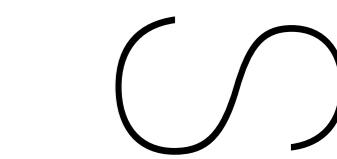
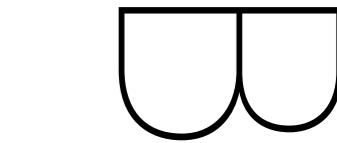
"Mr. Bozos"
Acrylic paint on canvas,
100x80 cm
2022



"Taxi Drive"
Acrylic paint on canvas,
100x80 cm
2022



"Tweety"
Acrylic paint on canvas,
120x100 cm
2022



In the past year, I was fortunate enough to turn my passion for art into a digital business, TheFactorybyEdo.

What began as a small venture has grown to serve over 1,600 customers in 50+ countries.

This experience has given me valuable insights into areas like SEO & customer centric marketing.

I've also been able to implement AI automation and collaborate with third-party suppliers to streamline logistics and scale efficiently.

Each step has taught me new skills and deepened my understanding of what it takes to run a successful creative business.



The FactoryByEdo

Eclectic Wall Art for the Modern Mindset

New York, United States

Star Seller 1,646 Sales ★★★★★

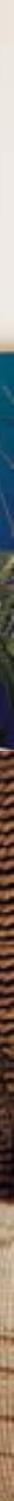
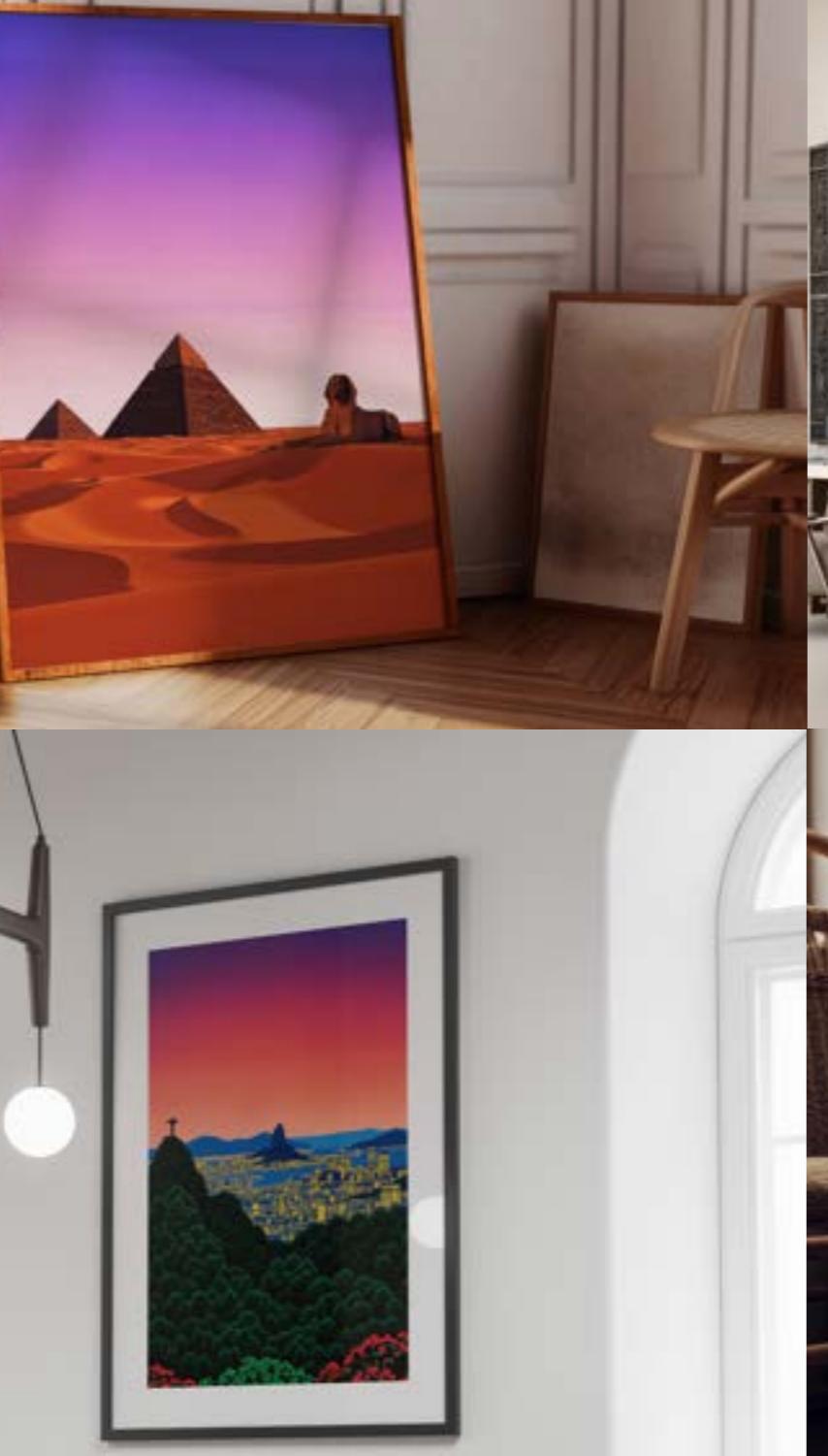
TheFactoryByEdo is a Star Seller!

- Smooth dispatch Has a history of dispatching on time with tracking.
- Speedy replies Has a history of replying to messages quickly.
- Rave reviews Average review rating is 4.8 or higher.

FACTORY BY EDO

E.G. Studios

Contact





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